

*File Copy
4/26/54*

fashion calendar



35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january	february	march	april
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 26, 1954</u>			
Monday April 26 9:00 A.M.- 10:30 A.M. Breakfast	PREVIEW: ROOM SETTINGS AND TROUSSEaux "Trousseau Dream World -- 14 Ways To A Girl's Heart", presentation of room settings and correlated trousseaux show styled by Mary L. Brandt. By invitation only. Publicity: Maggi Carroll, EL. 5-1000.	JAMES McCUTCHEON & CO.	1ST FLOOR
Monday April 26 11:00 A.M.	PREVIEW OF SUMMER AND FALL FASHIONS Suzy Perette will present an informal preview of Summer and advance Fall fashions. By invitation. Publ: Eleanor Lambert, 785 5th Ave., MU. 8-2130.	SUZY PERETTE	134 WEST 37TH STREET SHOWROOM
Monday April 26 1:00 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Farquharson & Wheelock will present the Summer collection of Ann Cox costume originals and Gina ready-to-wear. Jewels--Cartier. Contact: Head-waiter, TE. 8-3000. Carlton House Publicity: Rasponi Assoc., TE. 8-8171.	FARQUHARSON & WHEELLOCK (23 W. 57TH ST.)	CARLTON HOUSE CARLTON ROOM
Monday April 26 4:30 P.M. Cocktails	PRESS PREVIEW: FLOWER MOTIF ACCESSORIES Macy's will present Mother's Day and flower show accessories at a preview for the press. By invitation. Publ: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING
Week Of April 26	BED, BATH & CLOSET COORDINATES "The Charmed Circle"--A&S introduces new color and design-correlated accessories for bedroom, bath and closet, by Martex, Cabin Crafts, North Star Woolen Mills, Henry A. Enrich and Ames Shower Curtain Co. Publicity: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	THROUGHOUT THE STORE
Tuesday April 27 9:00 A.M.- 5:00 P.M.	FASHION FORUM AND SELLING SEMINAR Esquire Magazine's "Fashion Forum and Selling Seminar" for manufacturers, buyers and retailers. Produced, planned and staged by The Shivell-Hall Co. Tickets: \$100.00. Contact: Paul Roth, 501 Fifth Ave., MU. 2-9120.	ESQUIRE MAGAZINE (488 MADISON AVE.)	WALDORF-ASTORIA STARLIGHT ROOF
Postponed April 27	BERGDORF GOODMAN'S PREVIEW OF SUMMER FASHIONS SCHEDULED FOR APRIL 27 HAS BEEN POSTPONED TO MONDAY, MAY 10 AT 11:00 A.M. (See Page 5).		
Cancelled April 27	ROSANNA KNITTED SPORTSWEAR PREVIEW OF FALL COLLECTION, ORIGINALLY SCHEDULED FOR TUES., APRIL 27 AT 12:15 P.M. LUNCHEON, HAS BEEN CANCELLED.		
Tuesday April 27 12:30 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW Luncheon and fashion show for the benefit of The Neighborhood Day Nursery, with fashions by leading designers. Price: \$8.00, contact: TR. 7-0843. Publicity: Martha G. Palmer, 2 W. 67th St., SC. 4-5086.	THE JEWISH PHILANTHROPIC LEAGUE	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 27 4:30 P.M. Cocktails	"EDITORIAL REVUE"-- FASHIONS IN COTTON M. & W. Thomas presents an "Editorial Revue", featuring Spring and Summer cotton fashions by: Ben Barrack, Harvey Berin, Charles Cooper, Jane Derby, Anne Fogarty, Jerry Greenwald, Handelsman & Raiffe, Junior Sophisticates, Kane-Weill, Lanz of California, Mr. Mort, Mollie Parnis, Mutual Rosenbloom, Tiny Town Togs, Hannah Troy, Samuel Winston. By invitation. Publicity: The Miles, LO. 4-5150.	M. & W. THOMAS CO. (58 WEST 40TH ST.)	HOTEL PLAZA TERRACE ROOM
Wednesday April 28 10:30 A.M. Coffee	ISRAEL'S FASHIONS FOR FALL 1954 The Government of Israel, in cooperation with the Zionist Organization of America, will present a showing of Israel's fashions for Fall 1954 to the press and trade. Contact: Mr. Yehuda Levit, 11 E. 70th St., TR. 9-7600.	THE GOVERNMENT OF ISRAEL	HOTEL McALPIN GRAND BALLROOM
Wednesday April 28 2:30 P.M.	SUMMER FASHIONS BY KAY WINDSOR "You're Young At Heart"--Russeks will present Summer cottons by Kay Windsor. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday April 28 5:00 P.M. Cocktails	FASHION INSTITUTE OF TECHNOLOGY BENEFIT Benefit cocktail party for Fashion Institute of Technology, with a grab bag of gifts donated by manufacturers throughout the country. Price: \$6.50; contact: Society of N.Y. Dress Designers, 1457 Broadway, LA. 4-7950.	SOCIETY OF N.Y. DRESS DESIGNERS	HOTEL BILTMORE BOWMAN ROOM
Wednesday April 28 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PARTY HONORING FURNITURE DESIGNER Mrs. John B. Salterini will invite the press to a cocktail party to honor Maurizio Tempestini of Florence, Italy. By invitation only. Contact: Harold J. Siesel Co., 216 E. 49th St., PL. 9-6440.	MRS. JOHN B. SALTERINI	400 EAST 58TH STREET
Wednesday April 28 6:00 P.M.- 8:00 P.M.	COTTON FASHION AWARD IN WASHINGTON, D.C. Second annual Cotton Fashion Award will be presented in Washington, D.C. at the Congressional Reception of the National Cotton Council. Sponsored by Arthur Beir Co., Dan River Mills, Dumari Textile Co., Everfast Fabrics, Inc., Fisba Fabrics, Inc., N. Fluegelman & Co., Galey & Lord, Peter Pan Fabrics, Schlichter-Macfarlane Co., Skillmill, Inc. (Hope Skillman), Stern & Gutman, Stoffel & Co., M. & W. Thomas. A jury of twelve from retailing and the press will select designer who will receive the award. Fashion show of Summer cottons by leading American designers. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	LEADERS IN COTTON TEXTILE FIELD	HOTEL SHOREHAM WASHINGTON, D.C.
Wednesday April 28 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS About 125 merchants will be honored for outstanding year-round presentations of manufacturers' advertised brands at a dinner announcing the 1953 Brand Name Retailer-of-the-Year Awards. Price: \$20.00. Contact: George Hallock, or Nathan Keats at Brand Names Foundation, PL. 9-8425.	BRAND NAMES FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA BALLROOM
Thursday April 29 10:00 A.M. Coffee	SUMMER FASHIONS AT "SUN SHOP" OPENING Press preview of Summer sports dresses, separates and swimsuits at the opening of Ohrbach's "Sun Shop". By invitation. Publicity: Mark Klauser, SP. 7-9000.	OHRBACH'S	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 29 10:00 A.M. Open House	PRESS PREVIEW: FALL KNIT COLLECTION "Hits In Knits"---open house preview of knitted coordinates, suits, dresses, sweaters, evening gowns, designed by Rhoda Elkin for juniors, misses and tall girls. By appointment: 10:00 A.M.-12:00 Noon (Breakfast); 2:00-5:00 P.M. (cocktails). Publicity: Ken R. Williams, 124 W. 55th St., JU. 6-8217.	SIDNEY GOULD CO., LTD.	1384 BROADWAY SHOWROOM - 14TH FLOOR
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Friday May 7 11:00 A.M.	* CHARLES JAMES * PRESS PREVIEW * Dressmaker Casuals with Charles James---press presentation of coats and suits. By invitation. Publ.: Ruth Hammer Associates, EL. 5-7872.	DRESSMAKER CASUALS WITH CHARLES JAMES	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
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Thursday April 29 12:30 P.M. Luncheon	FALL PREVIEW: KNIT DRESSES & SWEATERS Lass O'Scotland will present to the press and trade their Fall collection of "The Flare Knit" dresses and Scottish Maid sweaters. By invitation. Contact: Marion Cherry at Diamond-Barnett, Inc., MU. 2-7025.	LASS O'SCOTLAND, LTD. (1407 BROADWAY)	WALDORF-ASTORIA SERT ROOM
Thursday April 29 1:00 P.M. Luncheon	FASHIONS BY GOTHÉ DURING LUNCHEON Presentation of Summer fashions by Gothé (David E. Gottlieb), available at Bonwit Teller, at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gothé Publicity: Nona James, CH. 4-7658. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BONWIT TELLER	HOTEL PLAZA PERSIAN ROOM
Thursday April 29 3:00 P.M. Cocktails	PRESS PREVIEW OF FALL SHOE FASHIONS Presentation of Oldmaine "Trotters" and Penobscot "Trampeze" at a cocktail party for the press. By invitation. Contact: Leon Fischman, Old Town Shoe Co., 179 Lincoln St., Boston; or Myron Wolf, PE. 6-3927.	OLD TOWN SHOE CO.; PENOBSCOT SHOE CO.	47 WEST 34TH STREET SUITE 418
Thursday April 29 5:30 P.M.	SPRING AND SUMMER FASHION SHOW Saks 34th will present fashions for late Spring and early Summer. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
Friday April 30 12:30 P.M. Luncheon	JACQUES FATH FASHIONS AT BENEFIT SHOWING Special luncheon show in conjunction with Second Annual "Paris in New York" festival, with a presentation of fashions by Jacques Fath. Luncheon \$10.00. Contact: "Paris in New York" Committee, 40 E. 57th Street, PL. 3-8376. Fashion Show Publicity: Eleanor Lambert, MU. 8-2130.	"PARIS IN NEW YORK" COMMITTEE	HOTEL PLAZA BALLROOM
Beginning Friday April 30	COUTURE OPENINGS IN CALIFORNIA Friday, April 30: Addie Masters, De De Johnson. Monday, May 3: Marusia, Howard Greer, Angovar, Irene, Edith Small. Tuesday, May 4: Herman Sonnabend-Vanetta of Calif. (Fabrics), Suse, Cahill, Tabak, Ernest Newman, Jean Louis, Athena. Wednesday, May 5: Allie Mae, John Carter. Thursday, May 6: Marjorie Montgomery, Sir James. Wednesday, May 12: Israeli Group.	LEADING DESIGNERS	LOS ANGELES, CALIFORNIA
May 1 May 8	INTERNATIONAL LACE FESTIVAL. Theme: "Lace Is a Young Fashion." Publicity: Gladys Steiner, Lester Harrison, Inc., 341 Madison, MU. 9-1630.		

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Sunday May 2 5:00 P.M. And May 3 4:00 P.M.	SHOWING OF FALL AND WINTER SHOES Preview of shoe fashions for Fall and Winter, sponsored jointly by New England Shoe and Leather Ass'n and National Ass'n of Shoe Chain Stores. Co-Managers: Edward Atkins and Maxwell Fields. Commentator and fashion coordinator: Betty Green, Independent Retailers Syndicate. By invitation. Publicity and Production: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER BALLROOM
Monday May 3- May 4 10:30 A.M.	SHOWING OF FALL SHOE COLLECTION Presentation of the Town & Country "Inter-Urban Shoe and Bag collection For Fall, 1954." By invitation. Contact: Mrs. Eleanor Howard, CH. 4-362Q.	TOWN & COUNTRY SHOES	350 FIFTH AVENUE SHOWROOM - 69TH FLOOR
Monday May 3 12:00 Noon Luncheon	SEVENTEENTH ANNUAL AWARDS LUNCHEON The Lord & Taylor Awards--\$1,000 each--will be presented at the Seven- teenth Annual Luncheon. Price: \$6.00. Contact: Mrs. Patricia Young, at Lord & Taylor. Public Relations: Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Monday May 3 12:00 Noon Luncheon	PREVIEW OF FALL & HOLIDAY FOOTWEAR "At Home And On The Go"--Oomphies presents Fall fashions in footwear. By invitation. Contact: Patricia Kannon at Oomphies, PE. 6-9444.	OOMPHIES, INC. (350 FIFTH AVE.)	HOTEL PIERRE COTILLION ROOM
Tuesday May 3 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF SHOES FOR FALL AND WINTER "The Exhibitionists on the 71st Floor"--open house to meet Miss Jerry Stutz, new director of Fashion Promotion Division and to view new Fall and Winter shoe fashion story. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	I. MILLER & SONS	350 FIFTH AVENUE SHOWROOM - 71ST FLOOR
Beginning Monday May 3	OPENING: FALL AND WINTER SHOE COLLECTION Highlights from the global fashion centers interpreted in the Fall and Winter shoe collection by La Valle. By appointment only. Publicity: Doris V. Beechman, 270 Park Avenue, PL. 5-0459.	LA VALLE, INC.	632 BROADWAY SHOWROOM - 10TH FLOOR
Monday May 3- May 8	MACY'S ANNUAL SPRING FLOWER SHOW The largest flower show ever presented free of charge to the public with Macy's display of more than 2 1/2 million specimen blooms from throughout the world. Displays include cages filled with hundreds of singing canaries. a mammoth collection of tulips freshly picked in Holland and a huge out- door flower box filled with giant Marguerite Daisies. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	FLOORS -- 1, 3, 8, 9
Beginning Monday May 3- May 31	SIGNATURE ORIGINAL SCARF BY SALLY VICTOR "Carnation for Mother", designed by Sally Victor -- May Signature Original scarf and handkerchief promotion. Publicity: Jo Kellerman, OR. 9-2330.	CAROL STANLEY, INC.	10 EAST 38TH STREET MAIN FLOOR
Tuesday May 4 9:30 A.M. Breakfast	PREVIEW OF FALL "TOMMIES" PAJAMAS Press showing of new Fall "Tommies" pajamas and Lounge Wear. By invitation. Publicity: Shirley F. Milton at Kaylon, MU. 9-6292.	KAYLON, INC.	180 MADISON AVENUE SHOWROOM - 5TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 4 10:00 A.M. Brunch	"HUNT" BREAKFAST WITH FASHIONS FROM IRELAND First presentation of Irene Gilbert's Fall and Winter couture fashions by the Consulate General of Ireland and the Irish Export Promotion Board. Also, ready-to-wear fashions on display to 3:00 P.M. By invitation only. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	IRISH CONSULATE GEN.; IRISH EXPORT PROM. BD.	SAVOY PLAZA HOTEL GOLD SUITE
Tuesday May 4 12:30 P.M. Luncheon	"CLIMATE CONTROL" FASHIONS AT LUNCHEON Pellon presents "Climate Control" with fashions by leading designers. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Pellon Publicity: Eleanor Lambert, MU. 8-2130. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	PELLON CORP. (350 FIFTH AVE.)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday May 4 2:30 P.M.	KEN BARR OF CASINO SUMMER FASHIONS Russeks will present Summer separates by Ken Barr of Casino. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday May 4 3:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR FASHIONS Preview for resident buyers of White Stag's new concept for Fall. By invitation only. Publicity: Gloria Gelfand at White Stag, BR. 9-1974.	WHITE STAG MFG. CO. (1407 BROADWAY)	HAMPSHIRE HOUSE THE COTTAGE
Tuesday May 4 3:30 P.M. Cocktails	PRESS PREVIEW: FALL COAT COLLECTION La Vigna will present to the press their Fall collection of luxury fabric casual coats; also, introduction of new fabric to the luxury field. By invitation. Contact: Marion Cherry at Diamond-Barnett, MU. 2-7025.	LA VIGNA (512 SEVENTH AVENUE)	SAVOY PLAZA HOTEL LE CHATEAU-11TH FLOOR
Wednesday May 5 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will present their Summer designer fashions. Contact: Headwaiter, EL. 5-3000. Arnold Constable Publ.: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday May 5 4:00 P.M. Cocktails	FALL VELVETEEN AND CORDUROY PREVIEW Merrimack Mfg. Co. presents Fall velveteens and corduroys at first show ever presented in Met. Opera House. Showing of daytime, sports, evening and hostess fashions at 5:30 P.M. Admission by ticket only. Contact: Ann Smith or Mildred Pfeifer, Robert B. Grady, 45 E. 17th St., GR. 7-1755.	MERRIMACK MFG. CO. (1450 BROADWAY)	MET. OPERA HOUSE BROADWAY AT 40TH ST.
Thursday May 6 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Claire McCardell presents her collection for Summer 1954 at a luncheon show. Fashions available at Lord & Taylor. Contact: Headwaiter, PL. 9-3000, Ext. 272. McCardell Contact: LO. 4-2155. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	CLAIRE MCCARDELL	HOTEL PLAZA PERSIAN ROOM
May 9	MOTHER'S DAY. Contact: Irving K. Edwards, 393 Seventh Avenue, OX. 5-2000.		
Monday May 10 11:00 A.M.	PRESS SHOWING OF SUMMER FASHIONS Bergdorf Goodman will preview their special Summer collection. (Note Change of Date). By invitation. Publicity: Florence Neff, FL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 10 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: FRENCH LEATHER GLOVES The Commercial Counselor to the French Embassy will present a collection of leather gloves by 21 leading French manufacturers. By invitation. <u>Trade showings May 11 to May 14.</u> Contact: Roland d'Albis, CO. 5-5676.	FRENCH EXPOSITIONS IN THE U.S. INC.	610 FIFTH AVENUE ROOM 414
Beginning Monday May 10	OPENING OF FALL BRIDAL COLLECTION Murray Hamburger will present Fall bridal collection, designed by Gaston Mallet, at continuous showings. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Monday May 10- May 15	ANNUAL NATIONAL COTTON WEEK Theme: "Now Is The Time To Pick Cotton"--24th Annual National Cotton Week, Contact: Richard Alexander or Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY
Tuesday May 11 9:00 A.M. Breakfast	PREVIEW: FALL LINGERIE, INFANTS', CHILDREN'S WEAR "Carterama"--press preview of Carter's Fall and Winter lingerie, warmwear, infants', children's, men's and boys' wear. Showing: 9:30-10:30 A.M. Complete display before and after show. By invitation. Publicity: Lois Gifford, BED&O, EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 11 10:30 A.M. Breakfast	PREVIEW OF FALL COAT COLLECTION Breakfast preview of Ronnette's Fall coat collection. By invitation. Publicity: Ken R. Williams, 124 West 55th St., JU. 6-8217.	RONNETTE FASHIONS, INC.	512 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday May 11 11:00 A.M.	PREVIEW OF FALL FABRICS AND SWEATERS Lesur will present a press showing of their imported fabrics and sweaters for Fall. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LESUR, INC.	580 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday May 11 2:30 P.M.	SUMMER FASHIONS BY SUZY PERETTE Russeks will present Summer cotton dresses by Suzy Perette. (<u>Note Change of Date</u>). Press invited. Open to public. Publ: Florence Lord, WI.7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Wednesday May 12 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER SEPARATES "Summer Rhapsody"--new collection of sports and cocktail separates by Lee Menichetti, available at Lord & Taylor, Hattie Carnegie and Rosette Pennington. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL.5-3000.	LEE MENICHETTI	WALDORF-ASTORIA EMPIRE ROOM
Thursday May 13 12:15 P.M. Luncheon	"TRAIL BLAZER" AWARDS AT LUNCHEON MEETING National Home Fashions League will present their "Trail Blazer" Awards. Speaker: Hal Davis, Kenyon & Eckhardt. Price: \$5.50 for members; \$6.00 for guests. Contact: Josephine M. Brush, 141 E. 44th St., MU. 7-8122.	NATIONAL HOME FASHIONS LEAGUE, INC.	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
Thursday May 13 12:30 P.M. Luncheon	PREVIEW OF FALL BLOUSE COLLECTION "Top Glamour"--preview of Smartee's new line of Fall blouses. By invitation only. Publ: Pauline Parker at Maybruck Assoc., LE. 2-9994.	SMARTEE, INC. (1384 BROADWAY)	STORK CLUB 3 EAST 53RD STREET

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Thursday May 13 1:30 P.M.	ANNUAL FASHION SHOW BY STUDENTS "Fashion Goes International"--fashion show presented by students of The Laboratory Institute of Fashion Merchandising for benefit of National Arthritis Foundation. Price: \$3.00; contact: MU. 8-4360. Contact: Frieda Curtis, Dean, 45 W. 34 St., CH. 4-5288.	LABORATORY INST. OF FASHION MERCHANDISING	HOTEL McALPIN GRAND BALLROOM
May 15- May 22	NATIONAL LUGGAGE & LEATHER GOODS WEEK. Contact: Elizabeth Fryman, 220 Fifth Avenue, LE. 2-3960.		
Monday May 17 Open House	PRESS PREVIEW OF TRANSITIONAL COTTONS "Calendar Cottons"--a junior collection of cotton dresses designed by Miss Frances. By appointment. Publ: Ken R. Williams, JU. 6-8217.	HELEN WHITING, INC.	1407 BROADWAY SHOWROOM - 31ST FLOOR
Beginning Tuesday May 18 10:00 A.M.	OPENING OF FALL COLLECTION Adele Simpson will present her Fall collection at 10:00 A.M. daily. By appointment. Contact: Beatrice Cannon, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

<u>TUESDAY, MAY 18</u>			
J L F Original, Inc. . . .	10:30 A.M. and 2:30 P.M.	1372 Bway, WI.	7-3200
Parnis-Livingston, Inc. . .	12:00 Noon	530 7th, BR.	9-5012
Ben Barrack, Inc. . . .	Continuous daily	533 7th, LO.	4-3923
<u>WEDNESDAY, MAY 19</u>			
Herbert Sondheim, Inc. . .	10:30 A.M.	530 7th, LA.	4-7540
Horwitz & Duberman, Inc..	10:30 A.M. and 2:30 P.M.	498 7th, LO.	4-1860
<u>THURSDAY, MAY 20</u>			
David Levine Co.	10:30 A.M. and 2:30 P.M.	530 7th, LA.	4-0237
Grabois	1:15 P.M. and 4:00 P.M.	498 7th, CH.	4-2767
<u>MONDAY, MAY 24</u>			
Paul Parnes Corp.	2:30 P.M.	498 7th, CH.	4-4600
<u>TUESDAY, MAY 25</u>			
A. Goodman & Co., Inc. . .	10:30 A.M. and 1:30 P.M.	530 7th, WI.	7-4077
International Dress Co . .	2:00 P.M.	1400 Bway, LA.	4-7100
<u>WEDNESDAY, MAY 26</u>			
Hannah Troy, Inc.	1:00 P.M.	530 7th, LO.	3-0988
Rudolf Gowns	1:15 P.M.	530 7th, WI.	7-6865
Larry Aldrich Co., Inc. . .	2:30 P.M.	530 7th, CH.	4-1872
<u>THURSDAY, MAY 27</u>			
Frank Starr, Inc.	1:00 P.M.	530 7th, LA.	4-7690
<u>FRIDAY, MAY 28</u>			
Ed Gerrick, Inc.	2:30 P.M.	550 7th, LO.	4-1820
<u>TUESDAY, JUNE 1</u>			
Samuel Winston, Inc. . . .	4:00 P.M.	530 7th, CH.	4-2617
<u>WEDNESDAY, JUNE 2</u>			
Martin Simon, Inc.	Continuous daily	498 7th, LA.	4-2877
Ben Reig, Inc.	10:00 A.M., Tues., Wed., Thurs..	498 7th, CH.	4-1542
Harvey Berin, Ltd.	1:00 P.M. and 4:00 P.M.	530 7th, PE.	6-0206
Suzanne-Augustine, Inc. . .	2:30 P.M.	1 W. 47th, PL.	7-3465
<u>THURSDAY, JUNE 3</u>			
Nat Kaplan, Inc.	1:15 P.M.	498 7th, LO.	5-4115
	Thereafter 10:30; 1:15; 4:00 P.M.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 18 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of the Christian Dior-New York 1954 Fall and Winter collection at 10:30 A.M. Trade showing at 2:30 P.M. Admission by invitation only.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
Tuesday May 18 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Press showing of Hannah Troy's Fall collection. By invitation. <u>Daily trade showings at 1:00 P.M., beginning Wed., May 26 at 530 Seventh Ave.</u> Publicity: Gladys Steiner at Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY, INC.	HOTEL GOTHAM BALLROOM
Beginning Tuesday May 18	OPENING OF FALL COLLECTION Doreen Original will present their Fall collection of blouses, skirts and coordinated separates, designed by Miss Doreen. Contact: WI. 7-0064.	DOREEN ORIGINAL, INC.	498 SEVENTH AVENUE SHOWROOM-12TH FLOOR
Wednesday May 19 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Grabois will invite the press to preview their Fall collection, designed by Zelma Golden. By invitation. <u>Trade showings beginning Thurs., May 20, at 1:15 and 4:00 P.M. daily. Publ.: Gladys Steiner at Lester Harrison, MU. 9-1630.</u>	GRABOIS	498 SEVENTH AVENUE SHOWROOM-5TH FLOOR
Thursday May 20 9:30 A.M. Breakfast	PRESS PREVIEW: FALL COAT COLLECTION Preview of Lederman's Fall coat collection, including pure cashmeres, camel hair, fleeces -- all luxury-loomed by Einiger. By invitation only. Publ.: Joel Ettinger, Ettinger Adv. Agency, 38 E. 57th St., PL. 1-0750.	LEDERMAN BROTHERS (230 WEST 38TH ST.)	HAMPSHIRE HOUSE THE COTTAGE
Thursday May 20 12:00 Noon Luncheon	PREVIEW OF FALL SPORTSWEAR COLLECTION Preview of Fall separates and dresses, designed by Melba Hobson. By invitation. <u>Daily trade luncheons beginning Tues., June 1 at 12:00 Noon.</u> Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.	HEATHERLANE, INC.	1385 BROADWAY SHOWROOM-2ND FLOOR
Thursday May 20 3:30 P.M. Tea	PREVIEW OF FALL SEPARATES COLLECTION Arle will show their separates for Fall, designed by Mary Blair. By invitation. Continuous showings thereafter at showroom, 491 Seventh Avenue. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	ARLE, INC.	1407 CLUB 1407 BROADWAY
Sunday May 23- May 29	ANNUAL NATIONAL SUNGLASS WEEK Publicity: Gar Schmitt, Tyndall Associates, 50 E. 42nd St., MU. 2-3558.	L. J. HOUZE CONVEX GLASS COMPANY	THROUGHOUT THE COUNTRY
Beginning Monday May 24 12:00 Noon Box Lunch	FALL DRESSES AND SEPARATES FOR JUNIORS Opening of Lanz Originals Fall collection of dresses and separates for juniors, including back-to-school fashions. Showings at 12:30 P.M. daily. Contact: Audrey Waymouth at Lanz Originals, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM-26TH FLOOR
Monday May 24 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Eleanora Garnett will present her complete Fall collection flown from her workrooms in Rome. For press and buyers, by invitation only. Publicity: Elizabeth Maher Assoc., 424 Madison Ave., EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 24- June 11	OPENING OF FALL COUTURIER COLLECTION Edith Small of California will present her couturier designed daytime and after-five suits, costumes, cocktail and evening dresses. By appointment only. Publicity: Barkann & Platt, 19 E. 88th St., TR. 6-1354.	EDITH SMALL OF CALIFORNIA	HOTEL GOTHAM SUITE 1506
Tuesday May 25 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION "Fall--In Love" press preview of Seymour Fox's Fall coat and suit collection. By invitation. Contact: Sally McKay at Seymour Fox, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Tuesday May 25 11:00 A.M.	PRESS PREVIEW OF FALL DRESS COLLECTION Leonard Arkin will present his advance Fall collection at a preview for press and buyers. By invitation. <u>Trade showings beginning Wed., May 26 at 10:30 A.M. and 2:30 P.M.</u> Publicity: Viola Shefer, PL. 3-3173.	LEONARD ARKIN	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Tuesday May 25 11:30 A.M.	OPENING OF FALL COLLECTION Mignon will present their Fall collection of afternoon and cocktail dresses at 11:30 A.M. and 3:30 P.M. daily. Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 25 12:00 Noon Luncheon	PREVIEW OF FALL SPORTSWEAR FASHIONS Nelly de Grab presents a preview of her Fall sportswear collection. By invitation. Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.	NELLY DE GRAB (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Tuesday May 25 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of Benham Originals Fall collection. By invitation only. Publicity: Donna Cannon, 505 Fifth Avenue, MU. 7-5447.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday May 25 3:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Donald Dress will preview their Fall collection. By invitation. Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 25 4:00 P.M. Cocktails	"FROM THE LOOMS OF NEW ENGLAND" At the 100th Anniversary celebration, the NACM will present a special collection of dresses and gowns made by the world's top designers from fabrics woven entirely by New England mills, including: Hathaway, Berkshire, Wamsutta, Exeter, Newmarket, Merrimack, Skinner, Cheney, Millville, Chicopee, Goodall Sanford, Ponemah. By reservation. Publ.: Mildred L. Albert, Promotions, Inc., 175 Tremont St., Boston 11, Mass., Liberty 2-6358.	NATIONAL ASS'N COTTON MFRS.	WALDORF-ASTORIA EMPIRE ROOM
Beginning Wednesday May 26 10:30 A.M.	OPENING OF FALL COLLECTION Opening of Martini Designed fashions for Fall by Sylvan Rich, with daily showings at 10:30 A.M. Publ.: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday May 26 3:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Showing of Seymour Jacobson's Fall collection for press and resident buying offices. By invitation. <u>Trade showings beginning Thurs., June 3 at 12:00 Noon daily.</u> Contact: CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 26 4:30 P.M.	OPENING OF FALL COLLECTION Showing of Pauline Trigere's Fall collection at 4:30 P.M.; also, on Tues., June 1 at 2:30 P.M. and daily thereafter. By reservation. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Thursday May 27 10:00 A.M. Coffee	PREVIEW OF FALL COLLECTION Richard Cole will preview his Fall collection to the press at 10:00 A.M. By invitation. <u>Daily trade showings, beginning Thurs., June 3 at 1:00 P.M.</u> Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Thursday May 27 2:30 P.M.	PRESS PREVIEW: FALL DRESS COLLECTION Jerry Parnis will present her Fall dress collection. By invitation. Daily showings thereafter at 2:30 P.M. Publ.: Mildred Kaldor, 347 5th, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM-7TH FLOOR
Thursday May 27 4:00 P.M. Cocktails	NEW DEVELOPMENT IN MACHINE EMBROIDERY Coats & Clark, Inc., in cooperation with sewing machine, stamped goods, and hot iron transfer pattern manufacturers, present the latest developments in machine embroidery for fashion and household use. By invitation only. Publicity: Joseph Tinkel, at Coats & Clark, PL. 3-8700.	COATS & CLARK INC. (745 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
May 31	MEMORIAL DAY (Sunday, May 30) --- <u>Legal Holiday Celebrated On Monday.</u>		

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.
(Formerly THE SPORTSWEAR GUILD)

TUESDAY, JUNE 1

Adler & Adler, Inc.	10:30 A.M.	550	7th, BR. 9-9600
Star-Maid Dresses	10:30 A.M.	498	7th, PE. 6-0444

WEDNESDAY, JUNE 2

David M. Goodstein	10:30 A.M.	550	7th, LA. 4-2577
Kane-Weill	10:30 A.M.	498	7th, LO. 5-3041
Sport-Craft, Inc.	2:30 P.M.	550	7th, LA. 4-9724

(Thereafter 10:30 & 2:30)

THURSDAY, JUNE 3

Zoltan Rosenberg	2:30 P.M.	550	7th, LA. 4-6691
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(By appointment)

DATE NOT DEFINITE

Davidow	Time to be announced	550	7th, PE. 6-6909
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Tuesday June 1 4:00 P.M.	FALL FASHIONS FROM AUGUST ISSUE "Seventeen" presents Fall fashions from the August issue. By ticket only, for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100, Ext. 278.	SEVENTEEN MAGAZINE	FASHION INST. OF TECH. 225 WEST 24TH STREET
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Beginning Tuesday June 1	OPENING OF FALL COLLECTION Rossino and Angela will present their Fall collection daily. By appointment. Contact: PL. 5-9135.	ROSSINO & ANGELA	19 WEST 57TH STREET SHOWROOM-7TH FLOOR
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Wednesday June 2 9:30 A.M. And 2:30 P.M.	EIGHTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle" preview of back-to-school fashions from the August College issue. By invitation only, for official tie-in stores. Contact: Ninki Hart, Special Projects Department, PL. 9-2080.	MADemoisELLE	HOTEL BILTMORE BALLROOM
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 2 11:00 A.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. Beginning Tuesday, June 8, at 11:00 A.M. only, trade showings of Frank Gallant collection, including Brigance group. Contact: Herbert Gallant, LA. 4-7286,	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Wednesday June 2 12:30 P.M. Luncheon	SHOE FASHIONS IN CALF LEATHER "Calf Leather Roundup"--press preview of Fall shoe fashions. By invitation only. Publicity: Ruth Kerr Fries, MU. 5-3444.	CALF LEATHER DIVISION- TANNERS' COUNCIL	SAVOY PLAZA HOTEL CRYSTAL ROOM
Wednesday June 2 1:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Kenneth Tischler will present the Fall collection of dresses and coordinated sportswear, designed by Donald Brooks. By invitation. Trade showings daily thereafter at 1:30 P.M. Contact: Eleanor Schrader, LO. 5-7720.	KENNETH TISCHLER	108 WEST 39TH STREET SHOWROOM - 7TH FLOOR
Beginning Wednesday June 2 2:30 P.M.	FALL COLLECTION BY CEIL CHAPMAN Showing of Ceil Chapman's Fall collection at 2:30 P.M. daily. (<u>Note Change of Date.</u>) Publicity: Alto Schiffrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday June 2 4:15 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION Plattery Country Wear will present their Fall collection of sportswear and separates, designed by Greta Plattery at a preview for press and buyers. By invitation. Publicity: Margaret Hodge, BR. 9-4824.	PLATTERY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Tuesday June 3 8:45 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC Fall Fashion Clinic and Exhibit for retail executives, resident buyers, textile firms, advertising agencies. Luncheon speaker: Harriet Wilinsky, Promotion Manager, Filene's of Boston. Director of Clinic: Mrs. Beryl Tucker, Fashion Editor of "Parents' Magazine". By reservation only. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
Thursday June 3 2:30 P.M.	BRIGANCE OF SPORTSMAKER FALL PRESS PREVIEW Press preview of Sportsmaker's Fall collection of blouses, separates and dresses, designed by Brigance. By invitation. Contact: Julie Isles at Sportsmaker, LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday June 3 2:30 P.M.	OPENING OF FALL COLLECTION Clare Potter will present her Fall collection, with daily showings for two weeks thereafter at 2:30 P.M. Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday June 3 4:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Dan Keller will present their Fall collection of casual dresses at a preview for press and buyers. By invitation only. Publicity: Margaret Hodge, BR. 9-4824.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FL.